INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1467 — Washington, D. C. — December 12, 1953

N.C.A. Officers and Staff Speak at State Meetings

N.C.A. President Louis Ratzesberger, Jr., and Secretary Carlos Campbell were principal speakers this week at annual conventions of three state associations.

Mr. Ratzesberger credited New York state canners with being in the forefront in agricultural research to develop higher quality foods.

He said that the high quality of raw products for canning today has emanated from research in which many agricultural scientists have participated and whose work canners have been quick to utilize when it had definite relation to quality.

"It is an axiom that high quality in the raw product means high quality in the can," he stated.

Food processors in New York State recognize the need for continuing research on food crops, Mr. Ratzesberger declared. He commended their work with the scientists at Cornell and Geneva and cited many innovations in canning technology that originated in New York State.

With an annual production of 30 million cases of canned foods and 130 million pounds of frozen foods, New York State is the nation's No. 3 canner and No. 4 freezer, Mr. Ratzesberger said.

Secretary Campbell spoke at meetings of Maine canners and Ohio canners on general economic themes.

He pointed out to Maine canners that farmers who sell their crops to canners receive higher prices than farmers who sell their crops on the open market, citing government statistics showing the production of canning crops in recent years has been more profitable than the growing of competitive crops, even when counting government financial aid to farmers.

Mr. Campbell said that "all of the economic hazards that characterize the production and selling of a crop grown for the open market tend to be eliminated by the contractual practices available to all growers of canning crops. Furthermore, the grower of these crops is not faced with the problem of destroying a part of his crop at harvest time so as to reduce it to a profitably marketable size.

"The risks of price declines resulting from surplus crops and packs are borne by the canner rather than the farmer during the year of excess yields," Mr. Campbell continued. "This burden is, however, usually passed on in part to the grower the following year by means of reduced prices offered for growing the crop."

What is more important, Mr. Campbell declared, growers of canning crops still retain the freedom of choice on whether to produce these crops at all. The adoption of marketing agreements for canning crops, he continued, would take away most of the economic freedom now enjoyed by the farmer and would substitute regimentation.

At the Ohio convention Mr. Campbell stated that food canners have "performed an economic miracle" in holding the price line on canned foods against sharp increases in their major items of cost.

Mr. Campbell cited government statistics showing that canners pay 2½ times more for raw products and three times more in wages than 15 years ago. But over this period, he explained, retail prices of canned fruits and vegetables rose only by two-thirds.

Over a shorter period, the last five years, the costs of raw products and labor in the canning industry have continued their advance. However, Mr. Campbell explained, canned food

(Please turn to page 337)

Home Economics Division Advertisements

Enclosed with this issue of the INFORMATION LETTER are copies of three advertisements of the N.C.A. Home Economics Division, offering supplementary educational materials about canned foods for use in foods classes.

The advertisements were published in September, October, and November issues of teachers' home economics magazines.

Coupon requests for the three fall months this year increased over the

(Please turn to page 337)

PMA Recodifies Regulations on U. S. Standards for Grades

The Production and Marketing Administration, USDA, has recodified the format of the regulations governing the grading and certification of processed fruits and vegetables and certain other processed food products and the United States standards for these products. The recodification was published in the *Federal Register* on December 9.

PMA said that recasting of the format due to the recodification, which required 175 printed pages in the *Federal Register*, is not intended to make any substantive change in the regulations. The services and programs provided by the regulations are currently in effect except the United States standards for concentrated orange juice for manufacturing and canned concentrated orange juice, which become effective today, December 12, and for frozen concentrate for lemonade, which become effective December 19.

Citrus Consumption in Europe

Western Europe in 1954 will consume the largest quantity of oranges in history, according to J. Henry Burke, marketing specialist of the Foreign Agricultural Service, USDA, who has returned from a four-month study of the citrus marketing situation in 11 European countries.

Mr. Burke expects that in 1954 the nine citrus importing countries of Western Europe will import about 66 million boxes of oranges, or about double their 1938 imports. A record orange crop in the Mediterranean area is enabling production there to keep pace with Europe's growing orange consumption; only the United Kingdom is importing fewer oranges than before World War II.

Mr. Burke reports that Florida canned citrus juices are established in the Netherlands, Belgium, Western Germany, Sweden, France, and Switzerland, but merchandising is needed

(Please turn to page 338)

Schedule of Principal Events of the 1954 Convention

(Subject to Revision and Addition)

Wednesday, January 20

6:30 p.m.—Meeting of N.C.A. Home Economics Committee, Pine Room, Hotel Traymore

Thursday, January 21

9:30 a.m.—Meeting of N.C.A. Budget Committee, Club Room, Hotel Traymore

Friday, January 22

9 a.m.—Meeting of N.C.A. Statistics Committee, Pine Room, Hotel Traymore

9:30 a.m.—Meeting of N.C.A. Administrative Council, Mandarin Room, Hotel Traymore

12 m.—Luncheon Meeting, C.M.&S.A. Board of Directors, West Room, Claridge Hotel

12:30 p.m.—Luncheon Meeting, N.C.A. Board of Directors, Rose Room, Hotel Traymore

12:30 p.m.—Luncheon Meeting, N.C.A. Convention Committee, Rose Room, Hotel Traymore

5 p.m.—Meeting of N.C.A. Labeling Committee, Chippendale Room, Hotel Traymore

5 p.m.—Annual Meeting of The Forty Niners, Board Room, Claridge Hotel

6 p.m.—Cocktail Party for The Forty Niners, Park Lounge, Claridge Hotel

6:30 p.m.—Dinner for State Secretaries, Mandarin Room, Hotel Traymore

7 p.m.—Dinner, N.C.A. Labeling Committee, Pine Room, Hotel Traymore

7:30 p.m.—Past Presidents Dinner, Canning Machinery and Supplies Association, West Room, Claridge Hotel

8 p.m.—Meeting of N.C.A. Resolutions Committee, Chippendale Room, Hotel Traymore

Saturday, January 23

9 a.m.—Meeting of N.C.A. Nominating Committee, Rose Room, Hotel Traymore

9:30 a.m.—Business Meeting of National Food Brokers Association, Ballroom, Convention Hall

10 a.m.—N.C.A. Annual Meeting (Opening Session), American Room, Hotel Traymore

10 a.m.-5:30 p.m.—Canning Machinery and Supplies Exhibit, Convention Hall

12:30 p.m.—Meeting of N.C.A. Claims Committee, Pine Room, Hotel Traymore

2 p.m.—N.C.A. Annual Meeting (Closing Session), American Room, Hotel Traymore

5 p.m.—Drawings for attendance awards, Canning Machinery and Supplies Association, Convention Hall

6 p.m.—Old Guard Cocktail Party, West Room and Park Lounge, Claridge Hotel

6:30 p.m.—Meeting of N.C.A. Raw Products Committee and Technical Advisory Committee, Chippendale Room, Hotel Traymore

7 p.m.—Old Guard Buffet Supper, Trimble Hall, Claridge Hotel

8 p.m.—N.C.A. Research Advisory Council Smoker, Club Room, Hotel Traymore

Sunday, January 24

8:30 a.m.—Meeting of N.C.A. Legislative Committee, Club Room, Hotel Traymore

9 a.m.—N.C.A. Laboratory Technical Session, Rose Room, Hotel Traymore

10:30 a.m.—Annual Meeting, Canning Machinery and Supplies Association, Room B, Convention Hall

1-5:30 p.m.—Canning Machinery and Supplies Exhibit, Convention Hall

2 p.m.—N.C.A. Fishery Products Conference, Stratosphere Room, Hotel Traymore

2 p.m.—N.C.A. Raw Products Technical Session, Rose Room, Hotel Traymore

5 p.m.—Drawings for attendance awards, Canning Machinery and Supplies Association, Convention Hall

8:30 p.m.—An Evening of Music by Fred Waring, sponsored by the Canning Machinery and Supplies Association, Warner Theater, Boardwalk

Monday, January 25

9 a.m.—N.C.A. Raw Products Technical Session, Rose Room, Hotel Traymore

9 a.m.—N.C.A. Laboratory Technical Session, American Room, Hotel Traymore

10 a.m.-5:30 p.m.—Canning Machinery and Supplies Exhibit, Convention Hall

2 p.m.—N.C.A. Laboratory Technical Session, Room B, Convention Hall

2 p.m.—N.C.A. Marketing Session, American Room, Hotel Traymore

4 p.m.—Meeting of N.C.A. Fishery Products Committee, Pine Room, Hotel Traymore

5 p.m.—Drawings for attendance awards, Canning Machinery and Supplies Association, Convention Hall

7:30 p.m.—Young Guard Banquet and Entertainment, American Room, Hotel Traymore

Tuesday, January 26

9 a.m.—Meeting of Prune Juice Committee, Pine Room, Hotel Traymore

10 a.m.-5:30 p.m.—Canning Machinery and Supplies Exhibit, Convention Hall

5 p.m.—Drawings for attendance awards, Canning Machinery and Supplies Association, Convention Hall

7:30 p.m.—Captain's Dinner (dinner dance), sponsored by Canning Machinery and Supplies Association, Chalfonte Hotel

9 p.m.—Shore Party, sponsored by Canning Machinery and Supplies Association, Haddon Hall

Wednesday, January 27

10 a.m.-3:30 p.m.—Canning Machinery and Supplies Exhibit, Convention Hall

3 p.m.—Drawings for attendance awards, Canning Machinery and Supplies Association, Convention Hall

PERSONNEL

Minnesota Canners Association

The Minnesota Canners Association reelected the following officers recently at the association's annual convention:

President—Robert C. Cosgrove, Green Giant Co., Le Sueur; vice president—Charles A. Brown, Olivia Canning Co., Olivia; secretary-treasurer—Edwin W. Elmer, Minneapolis.

Tri-State Packers Assn.

The Tri-State Packers Association elected the following officers recently at the association's annual convention:

President—William E. Lamble, Jr., Southern Packing Co., Inc., Baltimore; first vice president—Harvey J. Jarboe, Harrison & Jarboe, Sherwood, Md.; second vice president—John Maggioncalda, Minot Food Packers, Inc., Bridgeton, N. J.; secretary—John W. Rue, Easton, Md. (reelected); treasurer—Mrs. Edith Lee Porter, Easton, Md. (reelected).

Dr. Berton S. Clark Retires

Dr. Berton S. Clark, scientific director of American Can Company's research and technical department, retired December 1, closing a career of 38 years with the firm during which he was credited with many important contributions to the advancement of canning and container manufacturing.

His many activities benefiting the canning industry include contributions to the development of corrosion-resistant tin plate, the hydrogen evolution test used in the steel industry to determine the performance of tin plate for cans, and numerous other projects to improve food products and the metal and fibre containers in which they are packed.

After World War I, Dr. Clark was given the responsibility of organizing Canco's canning kitchen, which later became the company's general research laboratory at Maywood, Ill. In 1926 he received a leave of absence from the company to supervise the building and equipping of the N.C.A. research laboratory at San Francisco, where he served as laboratory director during the first year of its operation.

Dr. Clark was honored on November 30 at a testimonial dinner in Chicago attended by more than 150 members of the can-using and can-making industries, fellow scientists, and his associates.

First 49ers Service Award

Dr. Samuel Cate Prescott, professor emeritus of the Massachusetts Institute of Technology, will be the recipient of the first annual Service Award of the 49ers, an organization serving the Canning Machinery and Supplies Association, at their meeting on January 22 held at Atlantic City in conjunction with the N.C.A. Convention. The award, in the form of a plaque and scroll, will be presented to Dr. Prescott at a ceremony attended by the 49ers and officers of the N.C.A., N.F.B.A., and C.M.&S.A.

In many years devoted to study, development and teaching of food technology, Dr. Prescott has gained national and world-wide repute as an authority on the subject. At the outset of his professional career he was one of the pioneers in application of bacteriological science to the art of canning. His classical studies in this subject pointed the way to the later work in laboratories of the N.C.A. and others that has continued to this day with such fruitful results. As a result of this early experience and later contact with the canning industry, Dr. Prescott is widely known among canners, though his career has extended into numerous other fields of food production and processing.

The Service Award of the 49ers will be the latest of many honors conferred on Dr. Prescott, who has been the recipient of numerous honorary degrees and citations, among them the Nicolas Appert Award and Stephen M. Babcock Award of the Institute of Food Technologists.

Home Ec Materials

(Concluded from page 335)

same period in previous years. Following is the number of coupon requests from advertisements for five years ago, a year ago, and this year:

	1949	1952	1953
	(number of coupon requests)		
September	2,850	3,448	4,044
October	2,959	3,235	3,665
November	1,539	1,465	2,701

Teachers who sent in the coupons or written requests ordered sufficient materials for distribution to students in their classes. Following is the total distribution of the publications for the same periods:

	1949	1952	1953
	(publications distributed)		
September	125,319	661,423	688,975
October	223,694	625,624	602,925
November	140,709	280,837	418,612

Included in 1952 and 1953 is a leaflet supplied by the N.C.A. Labeling Research Division.

STATISTICS

Citrus Fruit Production

Prospective production of 1953-54 citrus crops is estimated by the Agricultural Marketing Service, USDA, at above average and above last year for all crops except grapefruit.

Grapefruit production is forecast at 43.2 million boxes, 13 percent above last season but 16 percent below the average for 1942-51.

The orange crop is forecast at 62.1 million boxes of early and midseason oranges and 57.8 million boxes of Valencia oranges. This output of Valencias would be 3 percent below last season but 3 percent above the 10-year average.

California lemons are indicated at 13 million boxes, 3 percent above the 1952-53 crop and 2 percent above average.

Following is a summary of production prospects for the coming season, with comparisons:

	1942-51 average	1952	1953 indicated
	(thousands of boxes)		
Oranges	106,010	119,680	119,885
Tangerines	4,340	4,900	5,000
Grapefruit	51,246	38,360	43,160
Lemons	12,722	12,590	13,000

Season begins with the bloom of the year shown and ends with the completion of harvest the following year.

In Florida, weather continued favorable for citrus during November. Of the total of 80 million boxes of oranges indicated for Florida, 34 million boxes are to be Valencias, compared with about 30 million last year. Florida grapefruit are forecast at 36.5 million boxes, 12 percent above last season.

To December 1, about 10 million boxes of oranges were reported as utilized compared with about 7 million a year earlier. This year fresh markets took 4 million and processors 6 million boxes, compared with 3.8 million fresh and 3.2 million processed to the same date last year. Grapefruit use was 6.8 million against 5 million last year. Use for processing was 2.5 million boxes this year and 1.4 million last year.

In Texas, conditions continued favorable during November for development of fruit and growth of trees. Grapefruit production is indicated at 1.1 million boxes and fruit generally is of excellent quality.

The set of fruit in California is irregular this season. Valencias are forecast at 22.9 million boxes, 21 percent below last year.

TAXES

Social Security Tax Rate

The present social security (old-age benefits) tax rates of 1½ percent, applicable to both employers and employees, will automatically increase to 2 percent each on wages paid to covered employees on or after January 1, 1954. The new combined rate of 4 percent will be applied against all wage, salary, bonus or commission payments not made prior to the close of the calendar year 1953.

PROCUREMENT

Canned Grapefruit for USDA

The Agricultural Marketing Service, USDA, on December 3 announced the purchase of 228,000 cases of 24 No. 2 cans of grapefruit sections at prices ranging from $3.19 to $3.31 per case.

These canned grapefruit sections, all from Florida processors, will be delivered during the period January 4-February 13 to schools participating in the National School Lunch Program. The acceptances were made pursuant to announcement FC-212, issued November 23, and complete the purchase of this product.

Canned Beef for USDA

The Production and Marketing Administration, USDA, has announced the purchase of 500,100 pounds of canned beef during the week of November 30. The purchases were made with Section 32 funds. This raises total USDA purchases of canned beef to 165,430,261 pounds.

Citrus Consumption in Europe

(Concluded from page 335)

to expand sales. Frozen juices still are an experiment in Europe, he said.

Where trade restrictions exclude United States citrus and citrus products, consumers pay dearly for their government's policy, Mr. Burke reported. In two such markets, Denmark and the United Kingdom, the retail price of a single-strength orange juice is twice that of the free markets in the Netherlands and Belgium, where United States juices are imported. In the United Kingdom, the monopoly created by British trade restrictions continues to assure South African growers high prices for their fruit. In markets where United States citrus is imported with premium dollars, as in Sweden and France, retail prices of United States products also are high, due to the bonus importers must pay for dollars.

Currency restrictions were found by Mr. Burke to be the greatest barrier to expanding United States citrus exports. If new trading means are developed, as seems likely in most countries, the United States will share in supplying Europe's growing citrus market with increased summer orange exports up to 5 million boxes a year.

Mr. Burke will confer with citrus industry representatives in Florida, Texas, Arizona, and California before resuming his marketing investigations abroad.

N.C.A. at State Meetings

(Concluded from page 335)

prices have risen only 3 percent in the last five years while prices of all foods have gone up an average of 14 percent.

Mr. Campbell said that the retail prices of canned fruits and vegetables today still are 7 percent below the ceiling prices that were in effect over 18 months ago when the OPS was abolished.

C. Meryl Sullivan, Director of the N.C.A. Labeling Research Division, spoke at the annual convention of the Georgia Canners Association on the work of the special committee studying ways and means of further stimulating use and acceptance of canned foods.

The Information Division prepared and issued radio and newspaper publicity on the various appearances of N.C.A. personnel at these state meetings. Highlights of Mr. Campbell's speech at Maine were released to 33 newspapers of the state and to the national wire services. Special radio releases went to 23 radio and TV stations in Maine and to 14 selected network commentators. Mr. Campbell was also interviewed on the program "Points and Pointers" over Portland radio station WGAN, December 8, stressing major public service contributions of canned foods.

At New York State significant points of Mr. Ratzesberger's speech were distributed by press and radio release to 258 newspapers, the national wire services, 180 radio and TV stations, and 14 network commentators. Mr. Ratzesberger was interviewed by Miss Kay Cooke on her program "Kitchen Party" over radio station WKBW, Buffalo, December 10.

Publicity on the Ohio appearance of Mr. Campbell was given similar treatment by the Information Division, which issued press releases to 218 Ohio newspapers, the national wire services, 141 radio and TV stations, and 14 network commentators. Mr. Campbell was interviewed by Norman H. Dohn on his TV program "Dispatch Globetrotter" over station WBNS-TV, Columbus, December 10.

In each instance the canning industry trade journals were likewise serviced.

TABLE OF CONTENTS

PAGE

Convention
Schedule of principal events of the 1954 Convention 336

Foreign Trade
Citrus consumption in Europe ... 335

Home Economics
Home Economics Division advertisements 335

Meetings
N.C.A. officers and staff speak at state meetings 335

Personnel
Minnesota Canners Association .. 337
Tri-State Packers Association ... 337
Dr. Berton S. Clark retires 337
First 49ers service award 337

Procurement
Canned grapefruit for USDA ... 338
Canned beef for USDA 338

Standards
PMA recodifies regulations on U. S. standards for grades 335

Statistics
Citrus fruit production 337

Taxes
Social security tax rate 338